



Shaping Places for Wellbeing Programme Summary

July 2023



Who are we, what is our ambition and how do we fit into Scotland's ambitions?

Who we are

Shaping Places for Wellbeing is a 3 year programme, running until March 2024, which is being delivered by Public Health Scotland (PHS) and the Improvement Service (IS) jointly with local authorities and NHS local boards. The programme has funding from The Health Foundation and Scottish Government.



Programme ambition

The **ambition** of the Shaping Places for Wellbeing programme is to:

Improve Scotland's wellbeing by reducing the significant inequality in the health of its people while addressing the health of our planet

Many in Scotland are fortunate enough to experience not just the absence of disease or illness (health), but the combination of physical, mental and emotional factors that leaves us feeling good and functioning well (wellbeing). However, with the worst health inequalities in Western Europe, we know this is not the experience of all of Scotland's people. Our programme focuses on the evidenced impact that the places where we live, work and relax have on our ability not just to stay healthy but to experience wellbeing.

Places are proven to have a positive and/or negative impact on our wellbeing and, in many cases, a negative impact is the result of the unintended consequences of well-meant decisions. Local councils and their partners have a key opportunity, when making decisions, to consider the impact their choices have on their places and the opportunity to consider improving places as part of delivering on their overall ambitions.



Our **objectives** are to:

- Support those making decisions that will influence a place to consider the consequences of those decisions on all the evidenced features of places that impact people's health and wellbeing
- Support our partners to consider the negative impact of any unintended consequences being brought into the decision-making process

Delivering lasting change

The programme aims to support lasting change in the understanding and contribution of our places to improving wellbeing. We call this system change and for this programme, success will see our partner organisations:

- With an increased understanding of the role of the Place & Wellbeing Outcomes to support the creation of places we live, work and relax in enabling wellbeing
- Expanding the role of place in their decision making processes and policy
- Share learning about the consideration of place beyond the Project Town into other areas

Alignment with national ambitions

Our work takes a place-based approach as described in Scottish Government and COSLA's adopted Place Principle and in the Social Determinants of Health promoted by public health. Each shares the same ambition to promote the long-term preventative role of place in enabling everyone to experience wellbeing. Our programme supports Local Councils and Local Health Boards to work in partnership with other stakeholders, including communities, around that shared ambition. These principles of prevention, partnership and people stem directly from the recommendations of the Christie Commission.

There are currently lots of interconnected national ambitions in Scotland where the impact of place has the potential to contribute. Examples include 20 minute neighbourhoods, net zero ambitions, Covid recovery priorities, Public Health Priorities and the National Outcome Framework. Given we do not have the luxury of time to address each of these one at a time, any opportunity to join up our activity provides a better use of our time and resources.

Our [Shaping Places for Wellbeing video](#) gives more context to the programme and explains how it aims to pull these ambitions together.

What will we do and what difference will it make when we leave?

Role of the Place and Wellbeing Outcomes

So, how will we do this? There are evidenced features for all our places that, if we get them right, enable a positive impact on health and wellbeing. These are called the **Place and Wellbeing Outcomes**. The outcomes were developed by a collaboration of representatives from:

- Public Health Scotland
- COSLA
- Directors of Public Health
- Improvement Service
- Health Improvement Managers Network
- Heads of Planning Scotland
- Edinburgh University

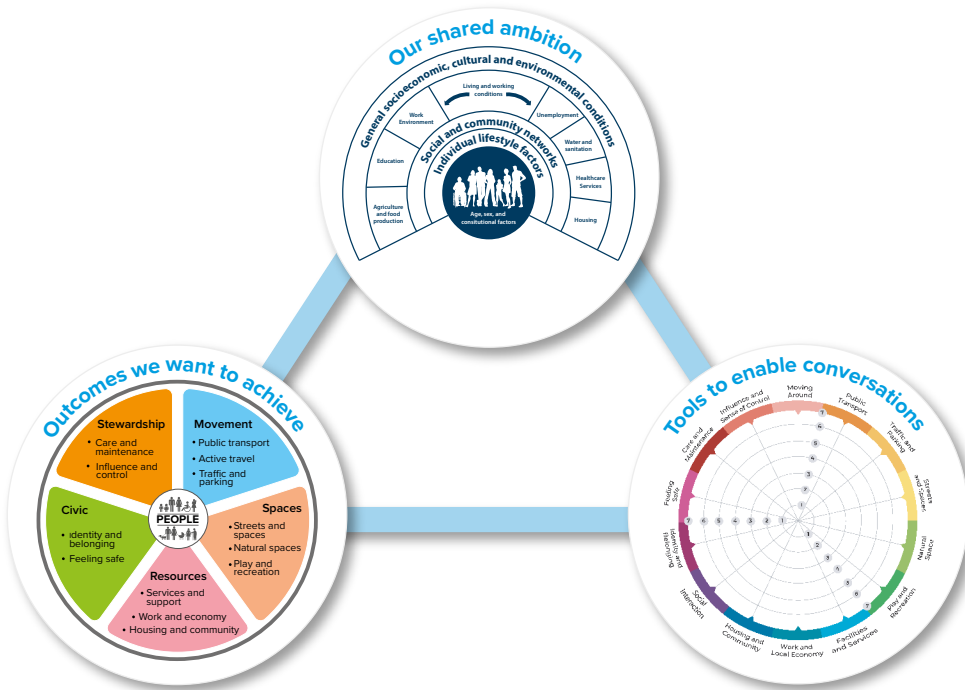
Based on evidence from the World Health Organisation and other public health bodies in the United Kingdom, they established a set of outcomes for Scotland that drew on the evidence base that supported the Place Standard.

The Place and Wellbeing Outcomes provide a set of outcomes for all stakeholders to work towards for the places they live, work, learn or relax in.

To determine if these outcomes are being met, a series of indicators or measures have been agreed for each of the outcomes.

The Place Standard Tool provides a structure for a conversation about a place between communities and key stakeholders and gathers information that helps inform each of these indicators.





The Place and Wellbeing Outcomes are based on the design of the Place Standard Tool with the 14 themes of the tool grouped into five overarching themes. The evidence base for both the design of the tool and the outcomes can be found on the Our Place website: [Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#).

The Shaping Places for Wellbeing programme stemmed from the desire to use these outcomes to ensure the impact of decisions consider every aspect of place and to fully understand the contribution of our places as part of the preventative solution when addressing the range of priorities facing local councils and local health boards across Scotland.

Place and wellbeing outcomes



The principles of equality, net-zero emissions and sustainability underpin all of these themes, and all themes should be embedded in policy and action

Three key actions summary – Project Towns, learning and national leadership

Public Health Scotland and the Improvement Service worked with NESTA's People Powered Results Team to co-produce the Shaping Places for Wellbeing programme. It was designed to provide local support from which to learn, reflect and apply across Scotland. The programme has three key activities where it supports:

- Local activity in a range of **Project Towns** to focus on the contribution of place to wellbeing
- A **Local Learning Cohort** to share what is transferable between Project Towns and beyond
- Sharing national barriers to local activity with a **National Leadership Cohort**



Choice of Project Towns

The programme is supporting seven 'Project Towns': Alloa, Ayr, Dalkeith, Dunoon, Clydebank, Rutherglen and Fraserburgh.

These towns were chosen as they met a set of consistent requirements to work in places that were willing to give an authorising environment to:

- Reduce inequality: a town experiencing bottom 20% in SIMD and a particular health inequality (or equivalent measure in rural areas)
- Collaborative, cross system partnership working: senior leadership level sponsorship within Local Government and public health system to support an authorising environment for system change

The towns were also chosen as they had:

- Identified manager level project support and governance across Local Government and the public health system
- The capacity to commit and take part in the learning network and local project evaluation process

The selection of sites was shaped by the benefit of securing a range of site contexts to expand learning perspectives. Sites identified include:

- A variety of town geographies: urban, urban/rural, rural/urban and rural
- Other place work already happening that the programme ambition, outcomes and principles can support. For example, working on Community Wealth Building Strategy, Wellbeing Economy, SURF Alliance for Action, Public Health Scotland Local Information System Team development site

Project Town activity

Each Project Town has a Steering Group, made up of local authority and local health board representatives, to provide oversight and direction. Our programme provides a Project Lead and a Community Link Lead to support activity to:

- Identify and engage with a range of stakeholders impacting the town
- Gather data on inequality that clarifies the people most impacted in that town
- Connect with existing community groups and activity, using an Asset Based Approach and reviewing qualitative data to identify what those people need from their place
- Consider the current ambitions for each town within relevant strategies, plans and proposals and highlighting those about to be renewed

This information is being used alongside the Place and Wellbeing Outcomes to assess how place can contribute to future ambitions and collaborative action in our towns. Facilitating new ways for decision makers to consider their impact on place and people with Place and Wellbeing Assessments of emerging strategies, plans and proposals.

Current and future ambitions analysis

The need to consider the current ambitions in each town evolved into developing a process to review their policy environment which impacted the town. This included examining the level of alignment between their visions and priorities, the role of place, and highlighting those about to be renewed.

We worked with Scottish Futures Trust to undertake the initial exercise in Alloa and refined the process for Ayr and Dunoon. Our [blog on the 'current and future ambitions analysis'](#) process sets out the initial scoping exercise and the information gathered from this was passed onto the Project Leads as they came into post. This process is highlighting areas of opportunity to influence strategies and plans that are due for renewal, draft or in their early stages of being drafted. The Project Leads are working with their Steering Group to identify system change support through the Shaping Places for Wellbeing programme 'lens'.

Project Towns using Place & Wellbeing Assessments

In each Project Town the Project Leads are facilitating new ways of working by supporting assessments of decision making processes. Specifically by assessing strategies, plans, major investments and projects identified by the Steering Group. Based on a model piloted in 2021-22, the process being used is called a **Place & Wellbeing Assessment**. It involves a session pulling together attendees with a range of expertise and perspectives to consider the impact of a plan, policy or decisions on delivering a place that enables wellbeing.

It asks attendees to consider the impact of the plan, policy or decision on achieving each of the Place and Wellbeing Outcomes. This includes a focus on who is experiencing the most significant impact from inequality in that place. The process is captured in a paper recording the impact and any recommendations on how to improve impact on a place so that it can exhibit more of the features that make up the Place and Wellbeing Outcomes.

We have developed a '[How to Guide](#)' for our Place and Wellbeing Assessment process.



Local learning activity

We are evaluating our work and sharing our learning across different key stages of the programme. This is facilitated by a **Local Learning Cohort** platform for learning to be shared within, between and beyond the Project Towns across Scotland. It connects our Project Towns with each other, our mentor town—Arbroath—and additional learning partners to share knowledge and learning.

Activity to date includes:

- Project Leads in each of the Project Towns come together monthly to reflect and share their learning with each other
- Sessions bringing together Steering Group members in each of our towns to reflect and learn from activity
- Project Leads, Mentor Town Leads and interested Steering Group members attending monthly sessions to understand and connect with other local activity such as child poverty, employability and those delivering the Fairer Scotland Duty
- National learning updates at the Place and Wellbeing Alliance and other national conferences
- One way we will share this is through the 'Shaping our thinking, sharing our learning' blog series
- Microsoft Teams groups for our Steering Group members. This allows everyone involved in the programme to engage with each other. Steering Group members have access to their own Project Town channel where they can post information amongst themselves and there's a General channel to interact with everyone on the programme

We're keen to create a community of people working on the programme who want to engage, discuss and share thoughts/ideas that others might find interesting.

National leadership activity

A **National Leadership Cohort** acts as a bridge between the local partnership activity and national policy and decision making. This gives a crucial space to consider any national barriers that the local project activity might be experiencing.

The Cohort is made up of representatives from each of the COSLA (Convention of Scottish Local Authorities) Boards, a range of Scottish Government Directorates, The Health Foundation and senior management within Public Health Scotland and Improvement Service. Meetings are held quarterly to discuss programme progress and learnings.

Keep up to date

We aim to update this briefing regularly, but to stay up to date on our latest learning and reflections you can follow us on Twitter ([@place4wellbeing](https://twitter.com/place4wellbeing)), or check out [our webpages](#) for more information.



